

2007 ALBERTA CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Visitors from Alberta Canada to Arizona	148,100

QUARTER OF TRAVEL	
1st Quarter	49.0%
2nd Quarter	19.0%
3rd Quarter	5.7%
4th Quarter	26.3%

Visitor Demographics:

GENDER	
Female	47.8%
Male	43.8%

AGE	
Children 0-19 years	4.5%
20–34 years	6.8%
35–54 years	30.3%
55–74 years	44.4%
75+ years	5.7%
Unknown	8.4%

PARTY COMPOSITION	
Avg Travel Party Size	2.0 persons
Traveling Alone	12.3%
2 Adults	55.7%
3+ Adults	15.0%
Adults and Children	8.7%
Unknown	8.4%

TRAVEL PARTY SIZE	
1 person	14.4%
2 persons	57.4%
3 persons	6.1%
4 persons	12.8%
5-9 persons	9.4%
10+ persons	0.0%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	13.9 nights
1–3 nights	23.4%
4–9 nights	45.8%
10–20 nights	17.9%
21+ nights	13.0%

MODE OF ENTRY	
Airplane	69.8%
Auto	20.5%
Via USA	9.5%
Other	0.2%

Source: Statistics Canada

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	64.4%
Visit Friends or Relatives	11.8%
Second Home, Cottage, Condo	10.9%
Attend Events, Attractions	3.7%
Convention, Conference, Trade Show	3.2%
Other Work	1.8%
Meetings	1.7%
Personal (Medical, Wedding, etc)	1.4%
Other	0.6%
Shopping	0.5%
Transit to/from Canada	0.2%

ACCOMMODATIONS	
Hotel Only	27.5%
Home of Friend or Relatives Only	18.1%
Other Only	13.2%
Camping or Trailer Park Only	9.9%
No Accommodation Reported	6.3%
Hotel & Home of Friends/Relatives	6.3%
Hotel & Motel	4.7%
Motel & Home of Friends/Relatives	4.6%
Motel Only	3.2%
Other Combinations of 2 types	2.9%
Cottage/Cabin Only	2.4%
Combination of 3 or more types	1.2%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$935.53 CDN
\$0—\$299 CDN*	17.8%
\$300—\$1,999 CDN*	43.9%
\$2,000—\$7,999 CDN*	33.1%
\$8,000+ CDN*	5.3%

VISITOR SPENDING (US \$)	
Avg Spending per Visit	\$1,005.41 US
\$0—\$321 US*	17.8%
\$322—\$2,148 US*	43.9%
\$2,149—\$8,596 US*	33.1%
\$8,597+ US*	5.3%

*Annualized Conversion rate for 2007: \$1 CDN = \$0.9305 US

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$67.56 CDN

VISITOR SPENDING PER NIGHT (US \$)	
Avg Spending per Night	\$72.61 US

Source: Statistics Canada; Bank of Canada